



## Talking Points about JDI's White Ribbon Day Campaign

**1. I'm inviting men and boys to join me, and others around the Commonwealth in being part of the solution to end men's violence against women and all gender-based violence.**

Why are these important issues:

- When 1 in 7 women in Massachusetts report being raped in their lifetime
- When 1 in 3 women and 1 in 5 men report being physically or sexually abused or stalked by an intimate partner
- and when people who identify as LGBTQ/T experience sexual and domestic violence at the same or higher rates as the heterosexual and cisgender community,
- we cannot deny that these issues affect us all.

**2. I'm not here, however, with a message of gloom and doom. I'm here to talk to you about how each and every one of us can do something about these public health and public safety issues.**

And men have a unique role to play in ending violence against women and gender-based violence. We need to celebrate positive and healthy masculinity to create and promote peaceful and healthy relationships and communities. We want to REIMAGINE MANHOOD. **(INSERT HERE WHY THIS RESONATES WITH YOU ON A PERSONAL AND/OR PROFESSIONAL LEVEL.)**

**3. That's why I have joined the Massachusetts White Ribbon Day campaign and invite you to JOIN WITH ME and thousands of men and boys across Massachusetts as we pledge to help end and prevent abuse.**

Become a **WHITE RIBBON DAY AMBASSADOR** and make the following commitments:

- **SPEAK OUT:** to make a statement that there is no place for violence or excuses.
- **STAND UP:** for equality and justice.
- **PROMOTE:** peaceful and healthy relationships and communities.
- **SUPPORT:** survivors and groups like Jane Doe Inc. and local sexual and domestic violence organizations.
- **REIMAGINE MANHOOD:** to help change conditions that perpetuate and foster this violence.



*"From this day forward, I promise to be part of the solution in ending violence against women and all gender-based violence."*

## Massachusetts White Ribbon Day Campaign

**4. Be a role model and talk to others about the Massachusetts White Ribbon Day Campaign.** As sons, fathers, brothers, coaches and mentors, we have many roles of influence where social values can be supported and shared. By talking about what it means to **#ReimagineManhood** we can promote positive masculinities and allow men and boys to be their authentic selves. Together we can make a huge difference.

**5. Violence against women is a human rights violation that affects people in our lives here in Massachusetts and around the world.** In fact, Massachusetts White Ribbon Day Campaign is part of an international campaign called The White Ribbon Campaign. A handful of Canadian men created the White Ribbon Campaign in 1991 on the second anniversary of one man's massacre of fourteen women in Montreal. They began the White Ribbon Campaign to urge men to speak out against violence against women. Today, the WRC is a worldwide campaign in over 60 countries that has collected well over 5 million signatures and growing. This is a global issue.

**6. These issues are also local.** Which is why JDI created the Massachusetts White Ribbon Day Campaign, giving men and boys in the Commonwealth the opportunity to make a personal commitment and public pledge.

**7. Massachusetts White Ribbon Day will be celebrated on March 1, 2017** and we're asking men and boys to:

- Take the pledge and Wear the White Ribbon to show their solidarity and commitment.
- Attend the Statewide Proclamation Event at Faneuil Hall on Wednesday, March 1<sup>st</sup> at 1pm. Bring your colleagues, sons, students, and others to this inspiring event; it's free and open to the public.
- Help spread the word by using our Social Media Hashtags: **#WRD** and **#REIMAGINEMANHOOD**



## Background on Jane Doe Inc. and White Ribbon Day Campaign

Jane Doe Inc. is the statewide advocacy coalition of nearly 60 community based sexual and domestic violence organizations in Massachusetts.

Jane Doe Inc. founded the Massachusetts White Ribbon Day Campaign in 2008 as a primary prevention strategy to help end male violence against women and all gender-based violence. JDI is the first in the nation to organize a statewide campaign as part of the international White Ribbon Campaign that currently exists in over 60 countries.

Men and boys get involved in the campaign through various venues:

- **WRD Affiliates** are organizations, businesses, schools, and communities that support they values of the campaign. These WRD Affiliates conduct local events at times of their choice throughout the year.
- Individual men and boys join the campaign as **WRD Ambassadors** and are asked to recruit five friends and colleagues to wear the ribbon and take the pledge.

Now entering its 10th year, Jane Doe Inc. has recruited over 600 White Ribbon Day Ambassadors, 93 local organizations and tens of thousands of men and boys have signed the pledge.

Our focus is to mobilize men ready to help and ready to become engaged active bystanders, also called UPstanders! The campaign offers a welcoming vehicle for men and boys to make a difference by taking a public stand against violence against women and all forms of gender based violence.